

NEWS BRIEFS

Ramadan collections, Lancme, Karl Lagerfeld and Daimler – News briefs

June 14, 2016



Etro for Net-A-Porter's Ramadan Edit

By STAFF REPORTS

Today in luxury marketing:

[The 4 big problems with Ramadan fashion collections](#)

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mango released its second Ramadan collection, one week before the Muslim holy month. It's hardly the first: In 2014, DKNY pioneered the Ramadan collection targeting Muslim women in the Middle East. In the two years that followed, Tommy Hilfiger, Zara, Oscar de la Renta, and Monique Lhuillier have also put out collections. But despite acclaim from Western and Asian news outlets (including this site), many Muslim women have expressed that these collections have missed the mark. In fact, I believe Mango's current Ramadan collection is disappointing for reasons that most observant Muslim women can point out: They're inappropriate for the occasion, improper for the religion, hyper-focused on a small segment of the Muslim population, and inconvenient for most Muslim women to actually buy, per Refinery29.

[Click here to read the entire article on Refinery29](#)

[Lancme learns that even beauty brands cannot avoid politics in China](#)

No matter where they're doing business, most major multinational consumer brands have one strategy when it comes to politics: stay far, far away. But from Google to Lego and most recently Lancme, companies have learned that this is nearly impossible when it comes to doing business in China, where government censorship issues invade almost every aspect of public life in one way or another, reports Jing Daily.

[Click here to read the entire article on Jing Daily](#)

[Karl Lagerfeld works out colorful collaboration with pencils](#)

A tray of Faber-Castell coloring pencils, as enticing as jelly beans, are never far from Karl Lagerfeld's elbow. Over a career spanning more than six decades, he has used them to create hundreds of thousands of designs. One can always find his inimitable sketches pinned to the wall at Rue Cambon in Paris, Largo Carlo Goldoni in Rome and Rue Saint-Guillaume in Paris, the respective addresses for Chanel, Fendi and the Karl Lagerfeld brand not to mention on invitations and as political cartoons, says Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Daimler to unveil long-distance electric car in October](#)

Daimler will lift the curtain on its much-anticipated long-distance Mercedes-Benz electric car at the Paris auto show in October, as the automaker gears up to compete with Tesla Motors' Model X SUV, according to Automotive News.

[Click here to read the entire article on Automotive News](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.